

APRIL/MAY 2024

**CSEN56 — CONTENT WRITING**

Time : Three hours

Maximum : 75 marks



**SECTION A — (10 × 2 = 20 marks)**

Answer ALL questions.

1. What is SEO?
2. Give four Essential Types of Content Marketing.
3. What is the most common writing tool?
4. What are the four pillars of content writing?
5. What are the five elements of a layout?
6. What is an advertising language?
7. What are Big four social media tools?
8. What is the most widely used social media platform?
9. What are the main features of short films?
10. What are social factors in advertising?

**SECTION B — (5 × 5 = 25 marks)**

Answer ALL questions..

11. (a) Give the importance of nuances of technical writing.

Or

- (b) Write a short note on digital age writings.

12. (a) Explain in short on techniques used in content writing and explain them in short.

Or

- (b) Write the role of Grammarly.

13. (a) Write the objective of Mobile Advertising.

Or

- (b) Write ten step to improve Descriptive writing style.

14. (a) Give a short note on merits of Social media.

Or

- (b) Explain the importance blogs.

15. (a) Write any easy tips for Effective Content Writing.

Or

- (b) What are ways to improve a good commercial writing?

**SECTION C — (3 × 10 = 30 marks)**

Answer any THREE questions.

16. Explain Publication Platforms.

17. Describe the role of Tools, Tips and Techniques.

18. Write an essay on the importance of Category of Ads.

19. Explain the role of Social media in 21<sup>st</sup> century.

20. Write the techniques of short film.